

No. of Printed Pages : 03

Roll No. ....

**II-495**

**Dual Degree Bachelor of Management  
Studies (BMS)/Master of Business  
Administration (MBA) EXAMINATION,  
Dec. 2017**

(Ninth Semester)

(Main/Re-appear)

**CUSTOMER RELATIONSHIP**

**MBI-MM-09**

*Time : 3 Hours]*

*[Maximum Marks : 70*

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Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

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**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

(2-52/7) M-II-495

**P.T.O.**

### **Unit I**

1. Explain the role of customer loyalty grid in creating customer loyalty.
2. Discuss the objectives and benefits of analytical CRM.

### **Unit II**

3. What factors determine the success and failure in the implementing of a Sales force automation process.
4. Discuss the different components of Data warehouse.

### **Unit III**

5. Identify the reasons and prospective implications of CRM Hotel Industry.
6. Write short notes on the following :
  - (a) Building Blocks of CRM Programme
  - (b) Customer Purchase Process.

### **Unit IV**

7. Write a detailed note on Enterprise Marketing Management.
8. Write short notes on the following :
  - (a) Key Performance Indicators
  - (b) Latest Development in CRM.